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Comparison Creator launches UK's first gadget insurance comparison site

Cwmbran-based business leads the market with first gadget insurance comparison offering

[Protect Your Gadget](#) has been launched by Comparison Creator, the software development company who specialise in product comparison.

Protect Your Gadget is the only gadget insurance comparison website in the UK. The service compares multiple brands and allows consumers to review policies based on the cover provided - including accidental damage, multi-gadget cover, mechanical breakdown and whether or not family cover is provided. The service has already been taken up by GoCompare who link to the website from their gadget insurance homepage.

CEO of [Protect Your Gadget](#) and Comparison Creator, Steve Jones, said: "We are thrilled to launch Protect Your Gadget, it's our first direct proposition and we're excited about the opportunities that this presents for our insurance partners as well as consumers looking to cover their prized tech possessions. A survey* found that the worldwide mobile phone insurance market alone is worth in the region of £10 billion in 2015 and will reach £14 billion by the end of 2019.

"We want to be an innovator in the comparison market and bring to the market products that consumers want and need. We have big plans for the coming years."

The Protect Your Gadget brand has been developed by Cardiff-based brand and marketing agency Marsden/Mee, who developed tech-based characters for the website which will feature in all marketing communications. The messaging will focus on covering those “Oh No! moments” and will be promoted through PPC, PR and social media.

Launched in 2010, Comparison Creator provides a white-label breakdown comparison service for GoCompare, Moneysupermarket, Confused.com and Comparethemarket. It also provides home emergency comparison for GoCompare and Compare the Market.

Earlier this year, CEO Steve Jones completed a management buyout with minority investors, Defaqto. The company currently employs seven people, with plans to triple its workforce by the end of the year. It also has plans to launch more products in the coming years.

Steve founded the company after working in the insurance and comparison industry for more than 25 years. He developed the Gladiator Commercial brand for Admiral insurance and became its managing director, before leaving in 2003.

-ENDS-

Notes to editors:

*Finaccord conducted research on mobile insurance in July 2016 from a sample of 1,700 mobile insurance providers, operators and manufacturers across 40 countries.

Attached is a picture of Comparison Creator and Protect Your Gadget CEO Steve Jones.

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